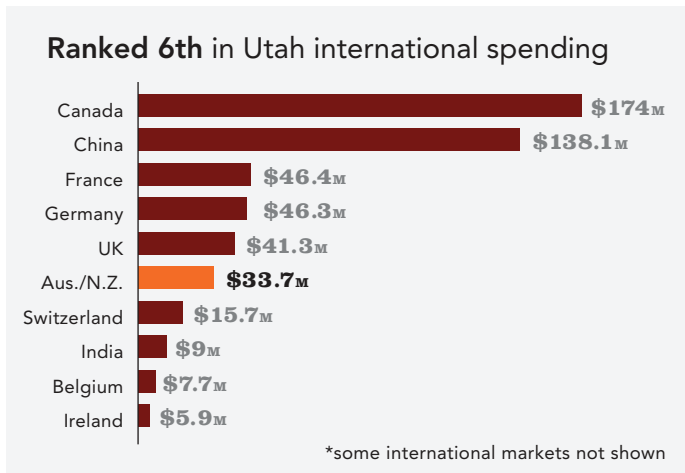


RANK & SPEND



VISITOR PROFILE:

The most common Australia & New Zealand visitors to Utah are very active and experiential travelers that want to explore, discover, touch, climb and hike what they see. They are repeat visitors to the US that typically vacation for extended periods of time. They seek off-the-beat-en-path getaways and more emerging destinations capture their attention. They're willing to stay longer and spend more due to a lengthy annual leave policy and a desire to see more parts of the world. Aussies and Kiwis are also winter holiday makers; they make up the largest inbound market during "snow season" due to the length of stay during the month of January.

GETTING TO AND THROUGH UTAH

To Utah

No direct flight to SLC but 33 flights daily from AU & NZ into gateway cities, including LA, San Francisco, Honolulu, Houston and Dallas.

Through Utah

- Fly/Drive
- Rental car
- Small and Large group coach tours

TRAVEL HABITS

Average Vacation Time

4 weeks of vacation time per year, on average, with 8 additional public holidays

Average Length of Stay

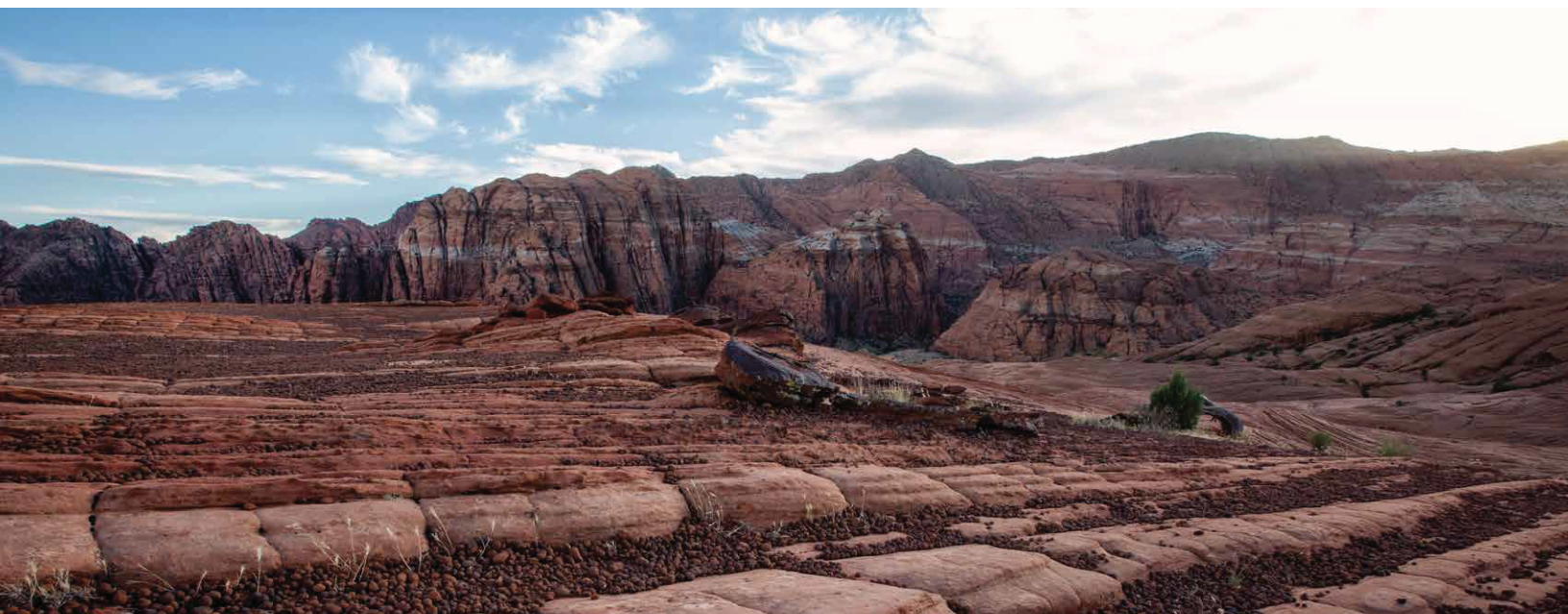
- US = 19 days
- UT = 7–8 days

Peak Travel Periods

- June-October
- December-January
- March-April

Planning time frame: 6-12 months in advance

Booking time frame: 3-6 months in advance



WHY UTAH?

- Diverse and unique experience
- Ample locations to discover & explore
- Scenic & undiscovered nature
- Bikeways (Road and MTB) and Scenic Drives
- National & state parks
- Outdoor adventure (both winter & summer)
- Professional sports (Utah Jazz)

BUYING TRAVEL

Tour Operator/ Retailer 42%, OTA 38%, Airline 20%

Tour Operator and Retailer business links through to RTO's. Top RTO's from the market include ATI, America 4 U, Hotelbeds/ GTA, Tourmappers, Rocky Mountain Holiday Tours, New World Travel, Flight Centre Global Product and Bonotel.

CUSTOMER NEEDS AND EXPECTATIONS

Aussie's and Kiwi's love to travel like a local. Have local maps and expertise on hand to provide opportunities to explore like a Utahn would. They think in kilometers not miles and drink as much tea as coffee so have tea on hand. When marketing to Aussie's Facebook is the number one channel, while Youtube the largest livestream platform.

TOP TOUR OPERATORS IN MARKET:

Tour Operators:

- Flight Centre
- Helloworld Travel
- House of Travel
- Excite Holidays
- Adventure World

Ski Operators:

- Ski Max
- Snow N Ski
- Travelplan
- Mogul
- Destination Utah
- Travel & Co

OTA's

- Webjet
- Expedia
- Booking.com

For more information on the Australia and New Zealand market, please contact:

Celina Sinclair

Global Markets Specialist

801-538-1710 | csinclair@utah.gov

